



Coalition for a Healthy Flathead

Let's Celebrate!

**Smokefree
MONTANA**



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Cancer... in many ways it affects each one of us. You may have had cancer or know someone who has. It's encouraging to know that thanks to early detection and improved treatments that more and more Americans are now living through and beyond a cancer experience. At the same time American Cancer Society research reminds us that the lifetime risk of developing cancer remains one in three for women and one in two for men.

Cancer can be caused by a variety of different factors. Although many people think cancer is inevitable, reducing your risk is easier than you may think. According to the American Cancer Society up to two-thirds of all cancer cases could be eliminated if people applied everything known about cancer prevention to their lives.

April is Comprehensive Cancer Control month, an opportunity for all of us to consider steps toward such healthy lifestyle changes. The National Cancer Institute (www.cancer.gov or 1-800-4-CANCER) and the American Cancer Society (www.cancer.org or 1-800-ACS-2345) can help sort through the sometimes confusing advice. Here a few wise steps they offer to start you on your way:

A healthful diet, keeping physically active, and weight management that is adopted in early childhood and pursued consistently throughout life, might reduce the risk of some cancers slightly.

Avoid smoking, whether it be actual smoking or secondhand smoke. Avoiding tobacco use is the single most important

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Smokeless Tobacco Use in MT - A New Report from MTUPP

Chew. Snuff. Spit. Dip. These are all examples of smokeless tobacco (SLT) products.

Smokeless tobacco is not harmless tobacco and it is not a safe alternative to smoking. SLT contains 28 known carcinogens and increases the risk of oral and pancreatic cancer, and is also associated with recession

of the gums, gum disease, and tooth decay. In addition, SLT is associated with an increased risk of fatal heart attack and stroke.

Smokeless tobacco products are highly addictive, and youth are at particular risk for nicotine addiction. The amount of nicotine absorbed from these products is substantially

greater than the amount delivered by a cigarette.

Tobacco industry documents indicate that SLT products are aggressively marketed towards youth, and that the industry has a strategy to progressively move youth from candy or

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Smokeless

fruit flavored products to more robust varieties for the nicotine dependent user.

Price is a deterrent for youth to use tobacco products, and increasing the unit price of tobacco products (which can be done by increasing the excise tax of tobacco products) is a recommended Best Practice by the Centers for Disease Control and Prevention. Presently, there is less excise tax on SLT products than cigarettes.

The variety of SLT products that have entered the U.S. market has substantially increased in recent years. Recent products introduced in Montana include snus and electronic ciga-

rettes. None of these new products have been proven safe. Despite this,

more marketing of these new products in Montana can be expected.

A recently released surveillance report from the Montana Tobacco Use Prevention Program summarizes the burden of SLT in Montana among youth and adults using state and national survey data, and tobacco industry data from the Federal Trade Commission.



13% of Montana high school students are smokeless tobacco users compared to 8% of U.S. students.

Smokeless tobacco prevalence is significantly higher in Montana compared to the United States. According to the 2007 Youth Risk Behavior Survey, 13% of Montana high school students were SLT users compared to 8% of U.S. students.

Seven percent of Montana adults were SLT users in 2009, while only 3% of U.S. adults were users.

Smokeless tobacco use among youth has decreased, but SLT use is still significantly higher in Montana than in the U.S. The smokeless tobacco market is expanding, and Montana is experiencing increased marketing of these addictive products. Tobacco control efforts need to focus on decreasing the number of Montana youth who start

using SLT to avoid a lifetime of nicotine addiction. These efforts may include increasing the price of SLT products and dentists and primary care providers encouraging patients who use SLT to quit, and recommend proven cessation methods, such as the Montana Tobacco Quitline.

To see the full report and other past tobacco surveillance reports, visit tobaccofree.mt.gov/publications.

Source: Montana Tobacco Use Prevention Program

What's Your Sun-Safety IQ?

Sun safety is not just for vacation. Are you sun-safe every day? Take the American Cancer Society's 9-question quiz and find out.

1. I can't get skin cancer, because my routine (work, drive to work, indoor hobbies and vacations) doesn't include any outdoor activities?

True or False

2. My husband should use sunscreen at football games, even though he only goes (and gets a burn!) once or twice a

year.

True or False

3. If I'm wearing sunscreen, I can stay in the sun as long as I want.

True or False

4. A sunscreen labeled SPF 30 blocks twice as much UV radiation as one labeled SPF 15.

True or False

5. It's safe to let my children stay in the pool all day if they slip on a T-shirt after a couple of hours and reapply sunscreen to their

faces, arms, and legs.

True or False

6. How often do you need to reapply water-resistant sunscreen?

- A. Every 2 hours or sooner
- B. After sweating or swimming
- C. After you towel dry
- D. All of the above

7. Getting a "base tan" at an indoor tanning salon is a good way to prevent sunburn when I go to the beach later this summer.

True or False

8. What are the two most common (and painful) sunscreen mistakes?

9. You applied sunscreen at 12:00 noon for an afternoon of reading beside the lake. At 2:00 pm, which one of the following actions would best protect your skin?

- A. Slip on a long cotton sundress
- B. Move to the shade
- C. Re apply sunscreen

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Kick Butts Day and STAND Events Recap



Kick Butts Day events were held at both Flathead and Glacier High Schools on March 24th and 25th. Students from STAND (Students Taking Action Not Drugs) set up 50 crosses at each school to depict the toll of tobacco in the United States. As school was released, STAND students held up signs with tobacco facts for everyone to see including a sign that said "1 Cross = 8800 Lives."

Kayla Byle spoke at the Kalispell City-Council meeting about Kick Butts Day and Nikki Abbrescia made a PowerPoint presentation regarding Kick Butts Day that ran on the TV's in both high schools. A huge Thank You to both of those students and to everyone that braved the cold and wind during these two events.

Cancer Control

step Americans can take to reduce their risk of developing cancer and the overall cancer burden in this country

Practice sun safety and report skin changes when they occur- Skin cancer is becoming more common, especially among young people. Wear protective clothing and slather on some sunscreen when outdoors, even if it is shady. Try to avoid the outdoors during the sun's peak time of 10 am - 2 pm.

Get screened for breast, cervical and colorectal cancer.

Get regular check-ups and appropriate screening tests. Following your health care provider's recommendations is an important part of your effort to reduce your cancer risk.

During this spring season of new beginnings, keep in mind that effective prevention requires the "courage and wisdom" to remember you're worth it! Your best strategy for reducing cancer risk is to take full advantage of the helpful support, resources and information now at your disposal.

Source: American Cancer Society

MONTANA TOBACCO



- * Free Counseling
- * Free Information
- * Free Nicotine Replacement
- * Reduced cost prescription CHANTIX

Upcoming Events

May 3:	Melanoma Monday
May 6:	MTCCC Statewide Mtg
May 12-13:	MTUPP Statewide Mtg
May 20:	Coalition Meeting
May 28:	Don't Fry Day
May 31:	World No Tobacco Day
June 22-24:	reACT Teen Summit

What's Your Sun-Safety IQ? — ANSWERS

1. False. Dermatologists say brief sun exposures all year round can add up to major damage for people with fair skin. And the sun's ultraviolet (UV) rays do pass through car windows, so driving during peak sun hours, 10:00 a.m.-4:00 p.m., to lunch or on weekends, bathes your hands and arms in damaging UV rays. When added up, everyday exposures are linked to squamous cell cancer. Although not as dangerous as melanoma, squamous cell cancer is far more common and the number of cases has been going up every year.

2. True. Many people think it's OK to get a sunburn now and then, but studies show that even occasional exposure to strong sunlight seems to increase the risk of the most serious type of skin cancer, melanoma.

3. False. It's not smart to broil in the sun for several hours, even if you are wearing sunscreen. These products don't provide total protection from ultraviolet (UV) rays. The American Cancer Society recommends that people seek shade and limit time in the sun at midday. Also, cover up with a shirt, wear a wide-brimmed hat, use a sunscreen rated SPF 15 or higher, and reapply it about every 2 hours. And don't forget sunglasses for eye protection.

4. False. The Sun Protec-

tion Factor (SPF) describes how long a product will protect your skin, if you apply the sunscreen correctly. Fair-skinned people begin to burn in about 15 minutes on a sunny day, so wearing an SPF 15 sunscreen (if applied and re-applied properly) would prevent sunburn for about 225 minutes ($15 \text{ SPF} \times 15 \text{ minutes} = 225$), or 3 hours and 45 minutes. The SPF 30 sunscreen should last for 450 minutes ($30 \times 15 = 450$), or 7 hours and 30 minutes. In practical use, you'll need to reapply sunscreen every 2 hours. Be sure to choose a broad spectrum product that blocks UVB and UVA light and use a lot.

5. False. UV rays easily go through a white cotton T-shirt, especially if it's wet. Your children will get only about as much protection as an SPF 4 sunscreen—certainly not enough for all day and well below the minimum of SPF 15 recommended by the ACS. Better clothing choices include dark colors, fabrics with tight weaves, and specially treated garments and bathing suits. Sun-protective clothing is often found at sporting goods stores. Another good choice is moving into the shade. For babies younger than 6 months, shade, sun-protective clothing, and hats are best. As a last resort, pediatricians now say that very small amounts of

sunscreen can be used on small areas, such as the face and back of the hands.

6. D) all of the above. For best results, most sunscreens need to be reapplied about every 2 hours or sooner, but be sure to check the label. Sunscreens labeled "water resistant" are made to protect you when swimming or sweating, but may only last for 40 minutes. Also, remember that sunscreen usually rubs off when you towel dry.

7. False. Our experts say a "base tan" gives you very little protection against sunburn. And that goes for indoor tans, too, which provide a sun protective factor of about 4, much less than most sunscreens. A base tan may, in fact, increase the chance you'll get a burn, because you're likely to stay out longer without properly protecting your skin. Also, tanning itself injures the skin. What you don't see is UV damage to deeper layers, where it builds-up from every tan and burn you've ever had. There really is no such thing as a "safe tan."

8. Using too little and waiting too long to reapply. About 1 ounce of sunscreen (a 'palmful') should be used to cover the arms, legs, neck and face of the average adult. For best results, most sunscreens must be reapplied at least

every 2 hours and even more often if you are swimming or sweating. Products labeled "waterproof" may provide protection for at least 80 minutes even when you are swimming or sweating. Products that are "water resistant" may provide protection for only 40 minutes. To be safe use a lot of sunscreen and use it often.

9. B) move to the shade. While all 3 actions help, getting out of the mid-day sun is the best choice in this situation. Seeking shade is a key element in preventing skin cancer, especially between 10:00 a.m. and 4:00 p.m. The sundress blocks very little UV radiation because it's made of cotton. It compares to a sunscreen rated SPF 4. Covering up is the right idea, but dark colors, tight weaves, and clothing labeled at least UPF 30 work better. Sunscreen should not be used to extend your time in intense sunlight. It's an important part of a larger strategy that the American Cancer Society recommends to protect your skin, but it does not provide total protection. To get the most from sunscreen, choose products of SPF 15 or higher that block both UVA and UVB rays, reapply at least every 2 hours, and use at least 1 ounce or a palmful for an adult.

Upcoming Events from Partners

Taking Control of Your Health Summit Series

All are welcome!

50-minute informational class
Optional 10-minute weigh-in and question/answer time
Cost is \$5/class. Pay at time of class.
Choose one or all of the following:

12 pm—1 pm, Summit Conference Room

February

10 — Getting Real About Your Health,
Weight and Body Image (Barbi
Webber, BSW, and Linda Fredenberg, RD)

24 — Meditate Your Stress Away
(Dr. Alex Bokor)

March

10 — Supermarket Tour (Holly Nickels, RD)

24 — How to Keep Your Heart Pumping
(Ginny Lewis, NP, CDE)

April

14 — Mindful Strategies to Reduce
Emotional Eating (Barbi Webber, BSW,
and Linda Fredenberg, RD)

28 — Sleep Your Way to Health
(Dr. Patrick Burns)

May

12 — Exercise Is Medicine (Dr. Brad Roy)

26 — Living With Fibromyalgia
(Dr. Pam Roberts)

June

9 — The Skinny on Fad Diets (Barbi
Webber, BSW, and Linda Fredenberg, RD)

23 — Fad medication therapy from a
pharmacist's perspective (Gary
Morrison, RPh)

July

14 — Ask a Dietitian (Q & A) (Gina Lozar, RD)

28 — Ask a Trainer (Q & A)

205 Sunnview Lane, Kalispell MT 59901
www.summithealthcenter.com

Upcoming Events from Partners

Tuesdays with Morrie



*An old man, a young man,
And life's greatest lesson*

O'Shaughnessy Cultural Arts Center

100 Central Ave

Sunday, April 11th, 7:00 PM

Bigfork Center for Performing Arts

526 Electric Avenue

Sunday, April 18th, 7:00 PM

Tickets \$20

Montana Coffee Traders

Whitefish Theatre Box Office ~ 862-5371

Bet Harim Jewish Community

of the Flathead Valley ~ 756-5159

Glacier Universalist Unitarian

Fellowship ~ 755-9255

Home Options Hospice ~ 751-4200

“Coming together is a beginning, staying together is progress, and working together is success.” Henry Ford

The end of colon cancer starts with screening. Pledge to get screened:

- ☐ I am over 50 and will schedule my screening test
- ☐ I am over 50 and have already been screened. I will commit to routine screening as my health-care provider has recommended.
- ☐ I will talk with at least one person and encourage them to be screened (friend, family member, co worker)

signature

Colorectal Cancer Facts

- * Men and women have an equal lifetime risk of colorectal cancer.
- * Colorectal cancer may be prevented by the removal of polyps.
- * If you are 50 and older, you need to have a colorectal screening test. Talk to your healthcare provider about which test is best for you.
- * If you are younger than 50 but at an elevated risk for colorectal cancer because of a personal or family history of colorectal cancer, you should talk with your health care provider about which test is best for you.

Adapted from American Cancer Society's pledge card

Flathead County Health Department

We're on the Web:

flatheadhealth.org/healthadmin

THE COALITION FOR A HEALTHY FLATHEAD is a joint effort between the Flathead County Tobacco Use Prevention Program and the Region 1 Comprehensive Cancer Control Program.

Tobacco Prevention has a mission to reduce tobacco use by promoting a tobacco-free lifestyle and focuses on changing the way tobacco is used, sold and promoted in Montana; preventing youth from beginning a lifetime of addiction to tobacco products; and helping to protect non-smokers from the hazardous effects of secondhand smoke. Comprehensive Cancer Control has a mission to reduce cancer incidence, morbidity, and mortality, and cancer related health disparities. The program works to bring many partners together, use data and research results to identify priorities among cancer issues, implement evidence-based solutions, and use limited resources efficiently.

To join, contact Wendy Olson at 751-8106, wolson@flathead.mt.gov or Leslie Deck at 751-8107, ldeck@flathead.mt.gov.